THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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New 'Sup' Selection is ripe

in the Valley of the Moon

Sometimes we're hard put to find a suitable headline listing something that's "ripe." But last week there were just too many. Ferinstance, we could have used Ben Franklin's or Robert E. Lee's birthday. Or maybe National Printing week. All ripe. And coming up pretty soon is National Canned Hamburger week!

He who helps friend up steep hill gets nearer the top himself.

VALLEY WATCH REPAIR, Boyes Best bet for gifts, jewelry.

Getting a little tired of the "background" music heard on most of the songs currently being sung on television, radio and the jukeboxes Used to kinda like guitar music, but Elvis and the other hillbillies have spoiled that. You now get quite a lot of mandolin stuff, but that's beginning to pall. Harmonica? Nope, that's also getting tiresome, though harmonicas now are considerably different than when you had to blow out for the major notes, draw in for the minor. Most of the piano players seemingly try to show their mastery of the keyboard rather than turn out real melody. We'd like to see more organ background, the kind played by that man Burke of the Lawrence Welk outfit. It's superb!

BROADWAY CAFE, Sonoma. Pop's back on the job, for good. It's a friendly place, you'll like. Off-sale, too. Dro pin, anytime.

Never have liked it too much when they said "she's 96 years 'young.'" You're 7 years "old," or 37, or 87. Sure, they may look and act young, but nevertheless they're that many years old. They've extended that kind of stuff to automobiles. Now they're saying a car is 5 feet "low." How silly.

RAY'S SIGNAL SERVICE, Arnold Drive at Cecilia, Eldridge. For Emergency Groceries any time; varied stock. WE 8-5811.

You know Firestone Hour is a wonderful musical program, with tinges of opera and musical comedy music—really outstanding. Last Monday they trotted out a new tenor—one Howard Tucker—and we'd like to bet you he'll eventually wind up in the Caruso class. A wonderful voice—and always a wonderful program—on Monday nights.

THE FOOD MART, Fetters Springs. Finest neighborhood market in the Valley. Prices low, quality high. Come in, get acquainted.

Father was deep in his easy chair, relaxing after a hard day at the office; Junior, aged 5, was bedeviling him with an endless succession of unanswerable questions.

"Daddy, whatta ya do down at the office?" he finally asked. Thinking his wife had put the boy up to aggravating him, he shouted loud enough for her to hear: "Nothing! I do absolutely nothing!"

Junior pondered this extraordinary statement for a moment, then asked: "Gee, Dad, how'd ya know when you're through?"

JIM'S MEATS, at Boyes Springs Food Center. Only the very best in stock. Cut to your order. Delicatessen department. Drop in.

They're making quite a thing out of the newly established 3 per cent interest on savings accounts Long overdue, and not new. Back in the 20s savings bank accounts in the midwest always paid 4 per cent, probably in California too. All the banks need do is pay 4 per cent on savings, lend it out at 6 per ecnt, and run their businesses and pay stockholders' dividends on that extra 2 per cent. That's more than many of the chain store operators ever make.

MAC DONALD'S JEWELRY, Sonoma. Expert watch service. Jewelry for everybody. Watches. Shavers. Watch Bands. Rings.

Lloyd Garrison, expert on anything that's wrong with your tootsies, is now happily in business in St. Helena. Comes back here to his old stamping grounds almost every weekend, and he has a raft of friends here. Says St. Helena is a wonderful place, with the ancient and modern well mixed. Every been there? Just over the mountains to the east.

THE CHICKEN HOUSE, Hiway 12, Boyes. Our chicken is delicious. Same goes for home-made pies, and coffee. Make us prove it!

Pity the poor postmasters of the nation. Locally they're unhappy because those new ball point pens, complete with chain, which have recently been required as standard postoffice equipment (and which the postmaster has to buy) are being swiped at an amazing rate. Locally, four have been stolen in about three months, chains and all. Postmaster Shane says she's going to put out the old-fashioned pens (and weren't they horrible?)) and forget about the new ball pointers. There is a $500 penalty if a purloiner is caught and convicted. How to catch them! Do you know of any of our local swipers?

BOYES SPRINGS FOOD CENTER. Lowest prices, highest quality. Take-out license. Beverages. Friendly and fast service. One-Stop.

Father (to thoughtful son): "A penny for your thoughts, Jimmy."

Jimmy: "To tell the truth, Pop, I was thinking of a quarter."

SONOMA MISSION INN, Boyes. A nationally known hotel, noted for quietly luxurious accommodations, splendid meals, fine bar.

A local dedicated democrat bewails the fact that Truman had only a $33 billion budget back 10 years ago, while Ike wants $72 billion. Does sound bad, and Moonbeams never has, doesn't now, and never will approve of such mountainous expenditures

But on the other hand, let's cogitate: Truman's budget 10 years ago was too much, of course, even then. But prices for everything have doubled since that time, so Ike's budget isn't too far out of line considering that fact; and it must be remembered that all this inflationary policy was started and continued by the dems ever since about 1933.

Again, on the other hand, it should be stopped immediately. We hope that congress whacks hell out of the proposed budget. We owe $276 billion, maybe can cut it down $1 billion. How long will that take to get even? By cutting expenses and regular spending by say $5 billion a year, we might get down to earth while some of us are still living. But why not cut some more, and pay off the debt at anyway $10 billion a year? Wouldn't you like to be "square with the world" sometime or other?

SONOMA GROVE, Hiway 12 south of Boyes. Italian dishes our specialty—but also steaks, poultry, roasts, seafood—everything!

Have you noticed the days are a little bit longer than back about a month? They get longer by 2 or 3 minutes a day, and soon you'll be able to go to work and return home while it's still light. Soon, too, you can get out in the back yard during the early evening and do your best to make the ground prolific. Isn't it all kinda wonderful?

SONOMA FURNITURE MART. Sal Argento. New location—113 West Napa St. Larger and more varied stocks. Mighty low prices.

Did you notice the hats worn by the three top ladies at the presidential inauguration—Mamie, Pat and Mrs. Bridges? We'd pick Mamie's as the best anytime. The other two seemed to be of the mushroom type which apparently is the fashion as of now, but aren't they positively ridiculous? Dunno about the prexy's homburg; maybe that might be considered ridiculous, by some at least.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Fine wines and Liquors. A friendly place, always. "SLIM" WALLACE.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

RUSTIC INN, Glen Ellen. Main corner. Last of the 11 old-time taverns in this historic spot where Jack London used to roam.

Mothers' March is set for January 31 throughout the Valley. If you feel like contributing to the annual March of Dimes to combat polio, keep your porch light on from 7 o'clock on, and someone will stop by and get you on the list.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

FIELDS' AUTO REPAIRS, next to Texaco, Fetters Springs. Repairing all makes. Work guaranteed. Charges always low.

Have a number of Moonbeams subscriptions now due. Losing 4 cents a year on each one, we're not going to spend another 3 cents mailing out statements. If you feel you're behind, better get right with the Lord—we'll gladly extend your subscription for a year (Otherwise, you just plain get cut off.)

WALTER GRUNERT AUTO UPHOLSTERY, Fetters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.

Little Tommy, crying lustily, came out of a room in which his father was doing some amateur carpentering.

"Why, Tommy, what's the matter?" his mother asked

"D-d-daddy hit his finger with the hammer," sobbed Tommy.

"Well, that's nothing to cry about," comforted his mother. "'Why didn't you laugh?"

Sobbed Tommy: "I did!"

TOWN HOUSE SUPPER CLUB, Glen Ellen. The Amantes welcome you. Wonderful cusine, exotic atmosphere. Music weekends.

We listened to President Ike's inaugural speech—and liked it. Big surprise was that many of the most prominent democrats declared it a masterful address—and that's really sumpin!

SEE GREENGRASS for expert advice on all matters pertaining to Real Estate, Insurance. Phone 8-4731. 18340 Sonoma Hiway.

Already have had phone calls commending us for suggesting a new bridge across Sonoma river connecting Craig and Thompson avenues. Of course, suggesting such a bridge and getting one built are two different things. Why do we need such a bridge? The El Verano school would be brought within easy access of those who may wish to call at the school on business or otherwise. Across the river there is

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a growing residential section, and these residents deserve easy access to their homes and to the business districts.

A bridge would boost this residential growth immensely, adding to the tax revenues. And besides, we're certainly paying enough taxes —for licenses, property, sales, and the community deserves at least a small portion of the net take. Let's get on with this new bridge.

FRANK'S HARDWARE, Castner Bldg., Boyes. Paints, Tools, Glass. Household utensils, electrical appliances. Giftware.

A good illustration of how good printers sometimes make mistakes (where were the proofreaders?) is a poster in Gallo Bros. window calling attention to the new Cadillac the Lions clubs are promoting by sale of tickets. The sign reads "1597 Cadillac." Just below it says the drawing will be held at the Villa Loma hotel late in March. But where the heck is this Villa Loma hotel?

MENDEL'S CAFE, Boyes Plaza. Splendid menu. Recently added: Spanish foods. Cocktail bar for the most discriminating.

Not many persons like to sell tickets for various events. But we've found that raffle tickets for something like a new car—even though your chance of winning is actually rather small—sell easily, while tickets for a dinner or banquet find stubborn sales resistance.

R. A. "BOB" MILLER — "Yours for Life"
Insurance Exclusively Next to Telephone Co., Sonoma

So Jim Lyttle's departing the supervisor's post he's held for almost 12 years He has been an excellent county official and his successor will have some mighty big shoes to fill. Jim takes over as county fair manager, at a considerable boost in salary.

Since the first announcement last Friday, the woods have been full of potential candidates—they're really not "running" because the post will be filled by Governor Knight's appointment, and he's expected to name a republican.

Oscar Larson Jr. (Mel), Carson Mitchell, Phil Pedley, August Pinelli, Gen. C. I. Murray, Ed Reedy, Joe Hicks, are among those mentioned for the post.

Even your Moonbeams editor has had phone calls suggesting he run, but that's out. We wouldn't go out and get names on petitions and try to "line up" various groups as supporters, for anything! Tho it just might be that next year we might feel ornery enough to run for the office at a regular election.

B & L LAUNDROMAT, Fetters. Bring your laundry here regularly for fast service and small charge. Wash. Dry. Iron.

BUD'S GARAGE. Now located Railroad & Cherry Sts. Repairing all cars. Guaranteed service. Phone WE 8-3971.

AQUA SOFT—Water Treating Co. Sonoma owned. Call Petaluma Porter 2-7458. Evenings, Sonoma, Webster 8-3433.

New owners up at Hooker Oaks trailer park are Mr. and Mrs. Theodore (Ted) Walters, from San Francisco. They like it here already and should carry on in the tradition established by former owners, the most recently being the Possneckes. Drop in and get acquainted.

OUR RESORT, El Verano. Harvey and Melina your hosts. Home of the Stein Club. Draft beer. Mixed drinks to your liking.

"Good gracious, Sam," said a businessman to his partner as they sat on the beach, "we forgot to close the safe!"

"What does it matter?" replied the partner. "We're both here, aren't we?"

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Most dealers have 'em. Superior quality always

SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

Adobe drug store in Sonoma has come up several times with old-time remedies—like Malena salve, licorice powder, etc But we stuck 'em recently by asking for "Frog in Your Throat," an ancient lozenge, which really did a good job. But no luck, this time.

ROZARIO'S PALMS INN, Verano. A comfortable, up-to-the-minute hotel, for the discriminating. Splendid dining room, and bar.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971.
Prescription Specialists Veterinary Supplies

Maybe we'll start some sort of contest to find good names for our two local recreation district parks—Nos. 1 and 2. Those names don't seem just right. We'd suggest Larson or Lichtenberg park for No. 2, and up on Verano road why not Denny or Maxwell park? Let's hear from you!

TODD CONSTRUCTION - ESTIMATING SERVICE. Surveying. Subdivisions. 18340 Sonoma Hwy., Boyes. Greengrass Bldg.

DENNY'S COG CLUB, Boyes. Sportsmen's headquarters. Friendly service and companionship. Finest in mixed drinks.

Latest pet peeve: We've all learned to get along, after a fashion, with long-winded TV commercials—for cigarets, cosmetics, cars and all those. But now they're doubling up on us. The "commercial" comes on, and finally, at long last, quits. But the emcee on the show takes up where the other left off and tells you just about the same thing all over again. Wonder if the sponsor knows how many sales he loses by this gimmick?

BANCROFT NURSERY, Sonoma. Time for planning your outdoor display for spring and summer. Shop here for bulbs, plants, shrubs.

PAUL'S RESORT, Verano. Favorite for banquets, group and family dinners. Splendid menu. Cocktail bar. Paul at the organ.

Moonbeams staff reporters seem to cover the entire west. For instance: From our Point Arena operator came this word: Sylvia De Chene, owner of Londonside resort just outside Glen Ellen, and Gene Comstock of the Point Arena Inn, were married in Reno last Saturday. A reception was held that evening at the Point Arena inn. (And we got corroboration to this story from reliable Springs operators who know!)

EL DORADO HOTEL, Sonoma, serves wonderful Spanish and American style dinners. Old West atmosphere. Cocktail bar.

POWDER BOX BEAUTY SHOP, Arnold Drive near Eldridge. A modern shop, experienced operators. For appointment call 8-2673.

If and when we ever get in a position of authority, we'll plug for a revamping of the supervisorial system in this manner: Every district in this county is many times too large for one man to adequately represent it. With our mountains it might not be possible to secure the ideal setup—that is, townships exactly six miles square throughout the county

But with townships that size, each with its own supervisor, it might be possible to cut down salaries somewhat, or give the supervisors the extra job of doing the assessing (as is done in most of the midwestern states), and we'd get much more personal, and thus more efficient, government.

The whole matter deserves earnest consideration.

Just 'sposin' we got a supervisor from say Cotati. What would he know about the Valley of the Moon and its own peculiar problems and conditions?

Let's have more and smaller townships (districts) and a supervisor who knows his territory and its people—intimately.

TOWNSEND'S, next to Bank of America, Sonoma. Shoes for the family. Koret sport shirts and jackets. Levis, Jeans, Work Clothes.

MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, and better than most.

GIRLS WILL BE GIRLS — After many years of wondering just what women were thinking about when they let the Diors and Mainbochers and others con them into thinking those "A" lines and "flat looks" and other whimsical horrors were high fashion, we discover a ray of sunshine. Right here in California, of course.

According to Abe Blum and Harry LeCover, co-chairmen of the recent Market week showing of the California Fashion Creators, in Los Angeles, California fashions will be more feminine and flattering

than ever this year. Hemlines, they say, will be where hemlines belong, about 14 inches from the floor, instead of a shade this side of the base boards.

Fellow males, rejoice. The times bode well. Abe and Harry promise that "Girls will be dressing like girls this year."

SONOMA GOLF & COUNTRY CLUB, Arnold Drive. You'll like our Clown Room. Bring your guests here, for outstanding prestige.

RICHFIELD SERVICE, Boyes Springs. Center of town. Fast and efficient service. Accessories. Bud Delaney, Proprietor.

The applicant for a job as housemaid was being interviewed by the agent and was asked if she had any preferences in the kind of family she would like to work for.

"Any kind," she said, "except highbrows. I worked for a pair of them once, and never again. Him and her was fighting all the time, and it kept me running bath and forth from the keyhole to the dictionary till I was worn to a frazzle."

MIKE & ROSE'S BOYES SPRINGS STORE. For the finest steaks and your everyday meats, you'll never find a better market.

YELL'S ACRES NURSERY, Glen Ellen. Good time of year to select our prize winning Dahlia tubers, and other of our specialties.

A PROGRAM FOR THE SPRINGS AREA

A suitable name for the area, preliminary to incorporation as a city.
Solution of the water problem by building a series of dams on Sonoma river to conserve water, prevent floods, and for recreation.
Creation of a Jack London state park.
Complete citywide paving, curbing, and sidewalks.
A bank of our own.
A name for Highway 12 suitable for our new city.
Traffic and parking control in the entire area.
Better street lighting.
A local chamber of commerce, devoted to Springs area promotion.
Procuring of rural delivery and carrier service, from Boyes postoffice.
More facilities, use, and suitable names for local Recreation District parks.

Moonbeams is dedicated to the accomplishment of these aims. Maybe more will be added in the months to come. We can't do it ourselves, but with community cooperation they will be done!

BATES AND EVANS, Funeral Directors. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. 691 Broadway, Sonoma. WEbster 8-2686.

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